

# Rebate Program Partner Benefits



| CATEGORY                                | ACTION FROM PARTNER   | ACTION FROM ENERGY COMMISSION  |
|---|---|--|
| <b>RETAILER LEVEL</b>                   |   |  |
| <b>Platinum Retailer (Full-Service)</b> | <p>Retailer provides all items listed below under "Official Partner" <i>plus</i>:</p> <ul style="list-style-type: none"> <li>• Deliver/install (hook-up) appliances</li> <li>• Provide <b>free</b> haul-away/recycling service</li> <li>• Provide consumer with completed recycler form</li> </ul>  | <p>The Energy Commission provides access to all "Official Partner" and "Participating Retailer" benefits below <i>plus</i>:</p> <ul style="list-style-type: none"> <li>• Provide each retailer with a "Platinum Partner" logo sheet for in-store merchandising (refer to logo use standards guide)</li> <li>• Listed on media outreach materials (e.g. press release, events, website)</li> <li>• Retailer's logo and hotlink listed on Cash for Appliances website</li> </ul> |
| <b>Official Partner</b>                 | <p>Retailer provides all items listed below under "Participating Retailer" <i>plus</i>:</p> <ul style="list-style-type: none"> <li>• Provide the Energy Commission with a pledge letter of in-kind services, describing the services to be provided and the value of each service</li> <li>• Provide haul-away/recycling service for a fee</li> <li>• Provide in-store marketing and/or advertising through print, television, radio, direct mail or electronic (online/e-mail) communications</li> <li>• Provide associate training</li> <li>• Link the Cash for Appliances website to the retailer website (when possible)</li> </ul> | <p>The Energy Commission provides access to "Participating Retailer" benefits below <i>plus</i>:</p> <ul style="list-style-type: none"> <li>• Provide retailer with recycler form</li> <li>• Provide each partner with an "Official Partner" logo sheet for in-store merchandising</li> <li>• List retailer name and provide a link to retailer's website on Cash for Appliances website</li> </ul>  |
| <b>Participating Retailer</b>           | <ul style="list-style-type: none"> <li>• Provide consumer with rebate application details</li> <li>• Places identity sticker (Cling-On) on eligible appliances</li> </ul>   | <ul style="list-style-type: none"> <li>• Provide each retailer with rebate application forms via internet links</li> <li>• Provide each retailer with an identity Sticker to affix to eligible appliances (Cling-On) via internet links</li> <li>• Provide each retailer with advertising messaging details and fact sheets</li> <li>• Provide a link to eligible appliances on the Cash for Appliances website</li> </ul>   |

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|--|--|---|
| <b>UTILITY/GOVERNMENT ENTITIES/RECYCLERS/MANUFACTURERS</b> |  |   |
| <b>Official Partner</b>                                    | <ul style="list-style-type: none"> <li>• Provide the Energy Commission with a pledge letter of in-kind services describing the services to be provided and the value of each service</li> <li>• Distribute information to consumers and/or members about rebate program through print, television, radio, direct mail, or electronic (online/e-mail) communications</li> </ul> | <ul style="list-style-type: none"> <li>• Provide each partner with an "Official Partner" logo sheet</li> <li>• Provide each partner with advertising messaging details and fact sheets</li> <li>• List each partner as a Utility/ Government/Recycler partner with logo and hotlink on Cash for Appliances website</li> <li>• Listed on any media outreach materials<br/>(e.g. press release, events, website)</li> </ul> |
| <b>MEDIA/MARKETING</b>                                     |  |   |
| <b>Official Partner</b>                                    | <ul style="list-style-type: none"> <li>• Provide the Energy Commission with a pledge letter of in-kind services describing the services to be provided and the value of each service</li> <li>• Provide value-added media services that may include bonus/free ads that promote and benefit the Cash for Appliances program</li> </ul>   | <ul style="list-style-type: none"> <li>• Provide each partner with an "Official Partner" logo sheet</li> <li>• Provide each partner with advertising messaging details and fact sheets</li> <li>• List each partner with a Media/ Marketing partner logo and hotlink on Cash for Appliances website</li> <li>• Listed on any media outreach materials<br/>(e.g. press release, events, website)</li> </ul>                |

If you would like to partner with the California Cash for Appliances rebate program, please e-mail: [appliances@energy.state.ca.us](mailto:appliances@energy.state.ca.us)